

fre copy.

3.G. STEEN Region Operations Manager

150 Lawrence Beil Drive, Suite #108 Williamsville, NY 14221 716-634-9232 Fax 716-634-3145

June 20, 1994

Mr. Jim Foreman Sports Marketing Enterprises

SUBJECT: SIMULATOR AND SHOW CAR SCHEDULE - Aug. 9 - 19, 1994

Dear Jim:

Per your request, attached is a schedule for both the Show Car and Simulator. The list includes both contact names and telephone numbers.

Should you have any questions, please give me a call,

Sincerely,

S. G. Steen SGS:am

Attachments

cc: B. A. Cook

C. M. Uffindell

K. L. Myers

Milt Ackerman

SME SIMULATOR/SHOWCAR SCHEDULE - BUFFALO REGION

Date	Simulator	Showcar
Aug. 9, 1994	1 p.m 9 p.m. Horseheads Super Duper Village Plaza, Route 14 Horseheads, N.Y. 14844 d Contct: Chris Johnson (607) 733 - 3245	1 p.m 9 p.m. Horseheads Super Duper Village Plaza, Route 14 Horseheads, N.Y. 14844 Contact: Chris Johnson (607) 733 - 3245
Aug. 10, 1994	12 noon - 9 p.m. Elmira Race Day Festival 215 East Church Street Elmira, N.Y. 14901 Contact: Ms. Nancy Keeifer (607) 734-5137	9 a.m 1 p.m. A Plus Express 6511 Carrier Circle Syracuse, NY 13206 Contact: Mike Roehm (315) 463-9009 2 p.m 6 p.m. Nice N Easy # 23 Fly & Kirkville Rds. E. Syracuse, NY 13057 Contact: Jim - Manager (315-433-1241)
Aug. 11, 1994	4 p.m 10 p.m. Corning Food Mart 328 Park Avenue Corning, NY 14830 Contact: Brian Wilson (607) 962-3221	9 a.m 1 p.m. Sugarcreek # 102 1110 Brooks Avenue Rochester, NY 14624 Contact: Cheri Gugliuzza (716) 527-8305 2 p.m 6 p.m. Sugarcreek # 49 2955 Dewey Avenue Rochester, NY 14616 Contact: Mary Anne Normand (716) 663-0145

Page 2

Aug. 12, 1994 Sign Grocery Franklin Street Watkins Glen, NY 14891 Contact: Dennis Cady (607) 535-6601 Aug. 13, 1994	DATE	SIMULATOR	SHOWCAR
Franklin Street Watkins Glen, NY 14891 Contact: Dennis Cady (607) 535-6601 Aug. 13, 1994 Aug. 13, 1994 Aug. 16, 1994 Aug. 16, 1994 Aug. 17, 1994 Aug. 17, 1994 Aug. 17, 1994 Franklin Street Watkins Glen, NY 14891 Contact: Dennis Cady (607) 535-6601 2 p.m 6 p.m. Nice N Easy # 27 Route 5 & Oxbow Road Canastota, NY 13032 Contact: Renee Frontail (315) 697-2287 Aug. 17, 1994 Aug. 18, 1994 Aug. 19,	Aug. 12, 1994	2 p.m 8 p.m.	9 a.m 1 p.m.
Watkins Glen, NY 14891 Contact: Dennis Cady (607) 535-6601 2 p.m 6 p.m. Nice N Easy # 27 Route 5 & Oxbow Road Canastota, NY 13032 Contact: Renee Frontail (315) 697-2287	_	Gien Grocery	Express Mart # 358
Contact: Dennis Cady (607) 535-6601 2 p.m 6 p.m. Nice N Easy # 27 Route 5 & Oxbow Road Canastota, NY 13032 Contact: Renee Frontail (315) 697-2287 Aug. 13, 1994 Aug. 13, 1994 Aug. 14, 1995 Aug. 15, 1994 11:00 a.m 1 p.m. Reymore Chevrolet Sales Inc. North Main Street Central Square, NY 13036 Contact: Jim Reymore (315) 688-2673 Aug. 17, 1994 11:00 a.m 7 p.m. P & C /Fay's Parking Lot 1222 Arsenal Street Watertown, NY 13601 Contact: Paul Reese	·	Franklin Street	353 N. Peterboro Street
Aug. 13, 1994 Aug. 13, 1994 Aug. 13, 1994 Aug. 16, 1994 Aug. 16, 1994 Aug. 17, 1994 Aug. 18, 1994 Aug. 17, 1994 Aug. 18, 1994 Aug. 18, 1994 Aug. 19, 1994 Aug. 1		Watkins Glen, NY 14891	Canastota, NY 13032
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Aug. 13, 1994 Aug. 13, 1994 Aug. 13, 1994 A-plus thorough and 17 17 5 Contract Renee Frontail (315) 697-2287 12 noon - 8 p.m. Jamesway 323 Owego Street Montour Falls, NY 14865 Contact Bob Miller (607) 535-7371 Aug. 16, 1994 Aug. 16, 1994 Aug. 17, 1994 Aug. 18, 1994 Aug. 19, 1995 Aug. 19, 1994	•		Route 5 & Oxbow Road
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Watertown, NY 13601 Contact: Paul Reese			
Contact: Paul Reese			
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Page 3

DATE	SIMULATOR	SHOWCAR	487.3
Aug. 18, 1994	11:00 a.m 7 p.m. Wegmans/Fay's Parking Lot 6791 Genesee Street Fayetteville, NY 13066 Contacts: Pat Lynch (315) 446-5453 Don Harris (315) 446-7465		
Aug. 19, 1994	11:00 a.m 7 p.m. Express Mart # 208 # 3/9 Route 11 /85 Cyclange St Mart # 1456 Contact: (607) 756-9566		

	SME SIMI	JLATOR/SHOW CAR RESE	RVATION FORM	
 Unit Requested 	1: <u>Sim</u>	OULATOR		
Show Location	(s)	·		
Store Name: C/ Pays Parking 22 avserse Levtown NY	heh St.	Address Da	te <u>Time</u> <u>Store</u> 114m- <u>Contact</u> 7 7pm Pau	<u>Phone#</u> <u>st</u> シ (<i>315)782-1</i> 2、
 Simulators sho hours per day. 	ould be scheduled for on	e location per day and no n	nore than six	•
Show car may	be scheduled for split sl	nows for a total of 8 hours p	er day.	
Ship to Location	# Show Car Announcement Pasters	# <u>Simulator</u> <u>Announcement</u> <u>Pasters</u>	# Show Car Announcement Ad Slicks (each)	# Simulator Announcement Ad Slicks (each)
V. 1622 YRACUSE	40	40	_10	10
 Please forward 	Keilk Myeve	<u> Phone # (3</u> 4	I5) 463-2045	
•	ng Enterprises Tobacco Company			

Winston-Salem NC 27102-2959

(910) 741-6482 (office) (910) 741-6651 (FAX)

	SME SIMUL	ATOR/SHOW CAR RESE	RVATION FORM	
Unit Requested: _	SIMULA	TOR		
Show Location(s)	·			
Store Name:	SIS# Ad	dress Da	ate Time Store	Phone #
chevrolet Sales	N/A N-1 Cen	NAIN ST. 8/1 HYAI SQUALU N Y. 13036	6 11AM- SIM 7pm SIM Reym	± 315-688- 267 wre
		location per day and no		
	scheduled for split sho	ws for a total of 8 hours	per day.	
				·
POS NEEDS: (Newspa	per ads and pasters b	oth properties)		
Ship to Location	# Show Car Announcement Pasters	# Simulator Announcement Pasters	# Show Car Announcement Ad Slicks (each)	# Simulator Announcement Ad Slicks (each)
• RJR Contact: K	olk Myers	_ Phone # (3	15) 463-2045	
Please forward for	ms to:			
Jim Foreman Sports Marketing I	Enterprises			
R. J. Reynolds Tob P. O. Box 2959				
401 N. Main Street Winston-Salem NO	27102-2959			
(910) 741-6482 (off (910) 741-6651 (FA	•			

	SME S	SIMULATOR/SHOW CAR	RESERVA	TION FORM	
Unit Requested:Show Location(s)	<u>540</u>	SW CAR			
• •					
Store Name:	SIS#	Address	<u>Date</u>	Time Store	Phone # Y Ann Novman 716-663-0145
Sugarcreek#49	082486	2955 Deweytve	- 8/11	2-6/2m Contact	Ann Novman
		Mochesta my in	4616	,,	716-663-0145
• Simulators should hours per day.	be scheduled for	r one location per day ar	nd no more	than six	·
•			4		
 Show car may be s 	cheduled for spl	it shows for a total of 8 h	nours per d	ay.	
POS NEEDS: (Newspa	per ads and past	ers both properties)			
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• KJK Contact	12.11/2	P:10:	18 # (J 1J) 1	00-2040	
Please forward for:	ms to:			•	
Jim Foreman					
Sports Marketing B					
R. J. Reynolds Tob P. O. Box 2959	. •		٠.		
401 N. Main Street Winston-Salem NC					
(910) 741-6482 (off (910) 741-6651 (FA	•				
(0.0) 141-0001 (17	-4				

	SME SIMULA	ATOR/SHOW CAR RESER	RVATION FORM	
Unit Requested:	SHOL	J CAR		
Show Location(s)				
Store Name:	SIS# Add	N.Pelesborosh. 8/13	te <u>Time Store</u> Contac	<u>Phone #</u> t
47KES 117 CA 368	iana N	stoto- y 13032	2 9-1pm	315-697-195
Simulators should hours per day.	be scheduled for one le	ocation per day and no n	nore than six	
Show car may be s	cheduled for split show	vs for a total of 8 hours p	er day.	
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RJR Contact:	K. MJERS	Phone # (31	15) 463-2045	
Please forward for	ms to:			
Jim Foreman	Entaroricae			
Sports Marketing I R. J. Reynolds Tob P. O. Box 2959	-			
401 N. Main Street Winston-Salem NO				
(910) 741-6482 (off (910) 741-6651 (FA	fice)			
		PLEASE TYPE OR	PRINT LEGIBLY	

	SME SIMU	LATOR/SHOW CAR	RESERVA	TION FORM	
Unit Requested: _	5Hon	CAR_		-	
Show Location(s)					
Store Name: Vice N Easy # 27	<u>sis#</u> <u>A</u> 1 638978 Rh:	ddress 5 + 0 Kbow 1 a8/bka	<u>Date</u> 8/12	Time Store 2-6pm Contact Rence	Phone #
	i be scheduled for one			_	315-697-2287
Show car may be	scheduled for split sh	ows for a total of 8	hours per c	iay. ,	
POS NEEDS: (Newspa	aper ads and pasters l				
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			_		
RJR Contact:	K.Myer	<u>S</u> . Pho	ne # (315) 4	463-2045	
Please forward for	rms to:				
Jim Foreman Sports Marketing R. J. Reynolds To P. O. Box 2959				•	
401 N. Main Stree Winston-Salem N (910) 741-6482 (o (910) 741-6651 (F.	C 27102-2959 ffice)	·			
	- , 	PLEASE TY	PE OR PRI	NT LEGIBLY	
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	SME SIMU	LATOR/SHOW CAR RESI	ERVATION FORM	
Unit Requested:Show Location(s)	SIMUL	ATOR		
Store Name:		ddress D	ate <u>Time Store</u>	Phone #
		udiess	/ //Am- Cont	act
greup/Forgs 191 Genesuesth upetteville NY L	30 l 6	8/.	18 7pm Pail Ryr	act 7 3/5 - 446 - 54. idanis > 3/5 - 446 -
,		e location per day and no	more than six	Harris > 315-446 -
hours per day.				
Show car may be	scheduled for split sh	ows for a total of 8 hours	per day.	
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	# Show Car	# Simulator	# Show Car	# Simula <u>tor</u>
	Announcement	Announcement	<u>Announcement</u>	
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	•			
RJR Contact:	Keith My	Phone # (315) 463-2045	
	7		,	
 Please forward for 	orms to:			
Jim Foreman				
Sports Marketing				
R. J. Reynolds 10 P. O. Box 2959	obacco Company			
401 N. Main Stree				
	NC 27102-2959			

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uled for split sh	hows for a total of 8			
ds and pasters		hours per d	ay	
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: :	ж Мус	rises Pho	<u> Т. Муел</u>) Phone # (315) 4	(each) Myer) Phone # (315) 463-2045

401 N. Main Street - 13 Plaza Winston-Salem NC 27102-2959

(910) 741-6482 (office) (910) 741-6651 (FAX)

		SME SI	MULATOR/SHOW CAR RE	SERVATION	ON FORM	
	Unit Requested: Show Location(s)	SF	HOW CAR			
Store Nice W	Name: GHsy # 23	<u>SIS#</u> %1458	Address Fly & Kukio Ille Rol E Signacuse NY 13057 one location per day and	Date 8/10	Time Store 2pm - Contact 6pm Jim -	Phone # 3/5 - 433 /2 4/
n	ours per day.		one location per day and i			
POS	NEEDS: (Newspap	er ads and paste	ers both properties)			
<u>Ship</u>	to Location	# Show Car Announcement Pasters	# Simulator Announcement Pasters		Show Car Announcement Ad Slicks (each)	# Simulator Announcement Ad Silcks (each)
	·					. <u> </u>

• Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem NC 27102-2959 (910) 741-6482 (office) (910) 741-6651 (FAX)

PLEASE TYPE OR PRINT LEGIBLY

Phone # (315) 463-2045

	SME SI	MULATOR/SHOW CAR R	RESERVATI	ON FORM	
 Unit Requested: 	5H0	WCAR			
Show Location(s)				
Store Name: 9 PLU 6	SIS# 622758	Address 6511 Carrier Circle Syracuse Ny 13206	<u>Date</u> 8/10	Time Store 9-1pm Contact Mike	<u>Phone #</u> 3/5 - 463 - 900
Simulators should hours per day.	ld be scheduled for	one location per day and	l no more t		,
, ,	scheduled for split	t shows for a total of 8 ho	ours per da	v.	
onow our may be	, 30,7344,54 (0) 0611				
POS NEEDS: (News	paper ads and paste	ers both properties)			
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• RJĸ Contact:	Keik M	<i>Yers</i> Phone	e # (315) 46	3-2045	
Please forward f	orms to:				
Jim Foreman Sports Marketing R. J. Reynolds T P. O. Box 2959 401 N. Main Stre Winston-Salem (910) 741-6482 ((910) 741-6651 (obacco Company et - 13 Plaza NC 27102-2959 office)				
		PLEASE TYP	E OR PRINT	T LEGIBLY	

	SME	SIMULATOR/SHOW CAR	RESERVATION FOR	:M	
Unit Requested:	SH	OW CAR			
Show Location(s)					
Store Name:	SIS#	Address	Date Time	Store Pho	ne#
# 102	570 583	Address 1110 Bysoks Ave Rochellen NY14624	8/11 9-1 pm	cheri G	716-52
Simulators should		or one location per day an			
hours per day.					
Show car may be	scheduled for sp	lit shows for a total of 8 h	ours per day.	•	
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Ship to Location	<u>Pasters</u>	<u>Pasters</u>	<u>Ad Slic</u> (each		(each)
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RJR Contact:	King	Phon	ne # (315) 463-2045		
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Please forward for	orms to:				
	.,,,,,,				
Jim Foreman Sports Marketing	Enterprises				
R. J. Reynolds To P. O. Box 2959	bacco Company				
401 N. Main Stree					
Winston-Salem N (910) 741-6482 (o					
(910) 741-6651 (F					

		pll one
•	Unit Requested:	SHOWCAR

Show Location(s):

Store Name	SIS#	Address	Date	Time	Store Contact	Phone #
TATESWAY	276851	323 OWEGOST.	8/13/94	12 A.M.	me.	(607)
#139		Martour Aprils		10 1 P.M.	Bol miller	535- 737/

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- PQ\$ Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement Pasters (each)	# Show Car Announcement Ad Silcks (each)	# Simulator Announcement Ad Slicks (each)
276451	5-	and the second s		publication of the last
RJR Contact:	Colen VAnn	idell Ph	one #: (7/1/5	アクートロトン

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2859 (910) 741-6482 (office) (910) 741-6651 (FAX)

Unit Requested: Simulator

• Show Location(s):

Store Name	SIS#	Address	Date	Time	Store Contact	Phone #
ELMIRA	NA	215 ENT	P/10/94			(607)
RALE		CHURLH ST.		12 A.M.	MS. MANLY	734-5137
014	<u> </u>	ELMIRA NY		9 P.M	KEEIFER	
FESTIVAL		14901				
			<u> </u>	·		<u> </u>

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- POS Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement <u>Pasters</u> (each)	# Show Car Announcement Ad Slicks (each)	# Simulator Announcement Ad Slicks (each)
332520 RHENDINING				
RJR Contact:	Colin UM	Sindell Ph	one #: [7/6] S	アフートロトラ

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2959 (910) 741-6482 (office) (910) 741-6651 (FAX)

Unit Requested: Simulator

Show Location(s):

Store Name	SIS#	Address	Date,	Time	Store Contact	Phone #
V		VILLAUE PLAZA	8/9/94			(607)
HUNSEHEARS	503400	RTH		1 P.M.	Ma.	733-3245
SUPER		HOISEHEARS		TO	CHRIS	
OUPER		NY 14544	·	9 RM.	Tohnson	

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- POS Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement Pasters (each)	# Show Car Announcement Ad Slicks (each)	# \$imulator Announcement <u>Ad Silcks</u> (each)
				•
503400		5		
RJR Contact:	Colin UH	Endell PI	none #: 1/6 3	P7-8085

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2959 (910) 741-6482 (office) (910) 741-8651 (FAX)

Unit Requested: 5 How CAR

Show Location(s):

10%

Store Name	SIS#	Address	Date	Time	Store Contact	Phone #
HONEHEARS	503400	VillAGE PLAZA	8/9/94	I.P.M.	MR.	16071
SUPER		127 14	<u> </u>	10	CINEN	733-3245
*		HONSENEADS		9. P.M.	Johnson	
OUPER		14 14544				
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- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- POS Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement <u>Pasters</u> (each)	# Show Car Announcement <u>Ad Slicks</u> (each)	# Simulator Announcement Ad Silcks (each)
503400	5			
RJR Contact:	Colum VAI	dell Pr	none #: [716] 5	47-F0F5

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2959 (910) 741-6482 (office) (910) 741-6651 (FAX)

Unit Requested: Simulator

Show Location(s):

Store Name	SIS#	Address	Date	Time	Store Contact	Phone #
GLEN	269473	FRANKLIN	11/12/94	2 P.M.	MR.	(607)
GROCERY		STREET],,,	ORM	CARY	535-
	<u> </u>	WATKING FLEN			CARY	6601
		14. 14591				
			7			

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- POS Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement Pastors (each)	# Simulator Announcement Pasters (each)	# Show Car Announcement Ad Slicks (each)	# Simulator Announcement Ad Slicks (each)
269473		5		
RJR Contact:	Colin UH	ndell Ph	none #: (7/6) 50	F7-FORS

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2959 (910) 741-6482 (office) (910) 741-6551 (FAX)

•	Unit Requested:	Jimul ATOR	
		A DE LA LA PROPERTIE DE LA PRO	

Show Location(s):

Store Name	SIS#	Address	Date	Time	Store Contact	Phone #
CARNING	269635	328 Park AV.	Plulgy	4P.D.	m.	(107)
FOOD		COONST NY		10 P.M	BRIAN	962-
MART		14830			wilson	522/
			1			

- Simulators should be scheduled for one location per day and no more than six hours per day.
- Show car may be scheduled for split shows for a total of eight hours per day.
- POS Needs: (Newspaper ads and pasters both properties)

Ship to Location	# Show Car Announcement <u>Pasters</u> (each)	# Simulator Announcement <u>Pasters</u> (each)	# Show Car Announcement <u>Ad Siloks</u> (each)	# Simulator Announcement <u>Ad Silcks</u> (each)
269635		<u></u>	-	
RJR Contect:	Colin Whine	/// Ph	one #:/7/6/34	7- FOF5

Please forward forms to:

Jim Foreman Sports Marketing Enterprises R. J. Reynolds Tobacco Company P. O. Box 2959 401 N. Main Street - 13 Plaza Winston-Salem, NC 27102-2959 (910) 741-6482 (office) (910) 741-6651 (FAX)